

Blue Cross Blue Shield of Massachusetts (BCBSMA)

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Survey Instruments and Purpose

Survey Instruments	CAHPS Health Plan Survey
Version/Population	Commercial – Adult
Additions/Changes to Instruments	BCBSMA adds about 12 to 15 questions to the CAHPS survey to look at process measures and other issues the plan has determined to be important to its business and service plans.
Purpose of Project	<ul style="list-style-type: none"> • Meeting NCQA accreditation standards • Meeting Massachusetts mandate • Supplementing other consumer satisfaction research that inform quality improvement initiatives at the plan level • Public reporting to NCQA and employers

Survey Administration

Administered Since	1997
Administration Mode	Mail with telephone follow-up

Uses of Survey Results

Reporting	<p>The plan reports its CAHPS results internally to all associates, from senior leaders through all levels and the board.</p> <p>Results are also reported to several quality information organizations, including NCQA and the New England HEDIS Coalition, which used to post the survey results of members on its Web site. The plan also provides some of its CAHPS data to employers.</p>
Quality Improvement	To some extent, CAHPS data are used in tandem with other satisfaction research to focus QI initiatives and define areas of special need.
Marketing/Publicity	The plan uses its CAHPS results in marketing materials and as background for contract bids.

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